Sectt. II-27—50,006—23-11-42.

PUBLIC (PRESS) DEPARTMENT

(1941) Department

SERIES.

G.O. No. ~~2255~~ 2555

Dated 13-11-41

[Despatch Abstract.]

Publicity and propaganda -
Village reading Circles in the Kanarese speaking
parts of this presidency -. Newspapers distribution
"Kanteerava" Mangalore, copies purchased
and sanctioned. papers recorded

Established in 1919

KANTEERAVA

Published Bi-weekly Tuesday and Friday

The largest circulated Kanarese Paper
in Bombay, Madras and Mysore Karnataka

MANGALORE

3894
8/18

25th August 1941.

To

The Chief Secretary to Government,
Public (Press) Department,
Fort St. George,
M A D R A S.

Respected Sir:

We beg leave to send you herewith for favour of your consideration a copy of our letter addressed to the Collector of South Kanara in the matter of the purchase of the copies of our Paper for War Propaganda purposes. Permi us to inform you that all along the 23 years of our journalistic career our Paper has been upholding the cause of Government. In fact ours is the only Paper in this District which is neither controlled nor managed by Congressites. In putting the weekly subsidy @ Rs.60/- we have taken into account only the actual expenditure without keeping any margin for our profit. We trust that you will be good enough to accept our proposal and anxiously await with interest your valued commands.

Assuring you and the Government our loya services at all times.

We beg to remain,
Sir,
Your most obedient servants,
FOR THE KANTEERAVA,

Manager.

Encl:1.

Some of the Advertisements appearing in Kanteerava

ASPRO
BLUE SEAL-VASELINE
CARTERS
DALDA
DUNLOP
ENO'S
EVERSHARP
FAVRE-LEUBA
FORD
GLAXO
GOVERNMENT OF INDIA
HORLICKS
INDIAN POSTS AND TELEGRAPHS
JAZZ-ALARM
KRUSCHEN
LIFE BUOY
LUX
MILK OF MAGNESIA
ODMAN'S CYPRESS SALVE
PEPS
REXONA
SCOTT'S EMULSION
SUNLIGHT
TUSSANOL
VAPEX
VINOLIA
WATERBURYS
WOODWARD'S
ZAMBUK

Public (Press) Dept.

Endt. No. 3892-I Dt. 2-9-41

Referred to the Collector of South Kanara for remarks.

V. Ramaswami

Director of Info
and Special

11/5(41)

To

The Collector of S. Kanara
(with enclo)
(To be returned with report).

3

Established in 1919

KANTEERAVA

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MANGALORE

COLLECTOR'S OFFICE
No.
4 SEP
1941
SOUTH CANARA

Some of the Advertisements appearing in Kanteerava

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ZAMBUK

25th August 1941.

To

M. V. Subrahmanyam, Esqr., M.A.,I.C.S.,
Collector & District Magistrate, South Kanara,
M A N G A L O R E.

Respected Sir:

RE: PROPAGANDA & PUBLICITY - PUBLICATION.

In your communication R.O.C.2110/41/B1 dated 18.3.'41 you were good enough to enquire with us whether we would be agreeable to publish in our Paper the propaganda material contained in the Second part of the Madras War Review and any other propaganda material for which the Government may wish to secure publicity. In our letter dated 20.3.1941 we expressed our willingness to publish the propaganda material in our Paper. So far we have not had the pleasure of hearing anything from you in the matter.

In other Districts of both this Presidency and Bombay Weekly Papers are purchased by Government and supplied to reading circles. In the Bellary District copies of "Nava-sandesha", a Kanarese weekly are purchased by the Government for propaganda purpose. This Paper is also being subscribed to in large numbers by the Collectors of Coimbatore, Anantpur etc.

We now understand from the Manager of "Swatantra Bharat" that he was asked whether he could supply 300 copies of his Daily and that the matter is still pending as his Daily edition has not been registered for postal facilities.

We therefore, seek your permission to lay before your honour the following proposal:-

We will convert our Paper which is now a Bi-weekly with issues every Tuesday and Friday into a Tri-weekly with issues every Tuesday, Thursday and Saturday. We will supply you on these three days in the week with 300 copies of every issue. Further, we will also undertake to send these copies

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to the respective addresses you may furnish us, either by post or by Bus parcels or through our Agents in the moffusil. Any propaganda material you may furnish us will be gladly published in our columns. Further we will illustrate this matter with the war blocks which we are receiving from time to time from the Principal Information Bureau, Government of India, New Delhi. For all these services we will render, we request you to be good enough to favour us with a weekly subsidy of Rs.60/- only. We would also like to bring to your notice that though we will be supplying our copies thrice a week, these copies will go by post on these very days, and reach the respective addressees thrice a week whereas a Daily though posted daily will not reach the addressees in most cases daily as in the rural parts there is no postal delivery every day but only 3 times a week. This you will be convinced that our issues will go by post on the very days they are posted, whereas a daily will be held up and reach the rural parts 2 or 3 copies at a time.

If your honour is pleased to accept our terms we will immediately take up the work.

Assuring you and the Government our loyalty at all times and awaiting your favourable orders,

We beg to remain,

Sir,

Your most obedient servants,
FOR THE KANTEERAVA

Manager.

"True Copy"

Manager.

4198/814 + 5

Established in 1919

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MANGALORE

SPECIAL PRESS ADVISER 8 SEP 1941 PUBLIC DEPARTMENT

6th September 1941.

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WATERBURYS
WOODWARD'S
ZAMBUK

M. V. Subrahmanyam Esqr., M.A.,I.C.S.,
Collector of South Kanara,
Mangalore.

Respected Sir:

Ref: Your R.O.C.2110.41.B1 dated 1.9.1941.

We are in due receipt of your above reference, and feel obliged to you for the same, Permit us now to lay before you the following facts:

Our Paper was started in 1919 as a weekly with issues on every Tuesday. All these 23 years our Paper has been supporting the Government and uptill now we have not received even a single warning from any of the authorities either with regard to its policy or contents. In 1936 when there were a storm of questions and interpellations in the Madras Legislative Council with regard to the administration by the Revenue authorities in this District, it is our Paper which alone took up the cause of the then Collector. Again that very year when the administration of the South Kanara District Board came over to the Collector, and the President's election was held in abeyance, and there was so much agitation by the Congress party which was in a majority in the Board, it is our Paper which alone in this District supported the action of the Government so boldly and vigorously that the propaganda carried on by us played no small part in the election of a non-Congressman as the President of the District Board in spite of the Congress party being in an overwhelming majority. It was at this time that we converted our Paper into a Bi-weekly with issues on every Tuesday and Friday.

It was our fond desire that under our present Collector we would get an opportunity to convert our Paper into a Tri-weekly, and hence we placed the proposal before you in our letter of 25th August 1941. In drawing up this proposal we had considered all the aspects. When we publish an issue it is our duty to

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to see that it reaches the reader as speedily as possible. It is the Postal facilities that help us in sending our issues to the readers immediately after publication. Our enquiry show that there is day to day delivery by the Postal Department only in the following places in our District: Manjeswar, Kumbla, Kasaragod and Kanhangad on the railway route, and Panemangalore, Vittal, Puttur, Sullia, Uppinangady, Buntwal, Belthangady, Moodabidre, Karkal, Moolky, Udipi, Coondapur and Byndoor on the Bus routes. In other places the delivery system is either thrice a week or twice a week. Hence even if a copy is posted daily in these places it will reach the reader only twice or thrice a week.

From your above reply we note that you require a daily Paper. There is no daily Paper in this District which can be classed as a "Daily" as it does not subscribe to News Services like "Reuters" and Associated Press. What is done is, immediately after the receipt of the English dailies from Madras, some news items are translated and published the next morning. So much so these dailiesare not registered by the Postal authorities as they do not have 50 paid subscribers which is the minimum required for registration by the Postal Department.

Now that we know that you require a daily for war propaganda and publicity we are immediately prepared to meet your requirements. We have now publications on every Tuesday and Friday. We will give you an issue on the remaining five days of the week, i.e. on every Sunday, Monday, Wednesday, Thursday and Saturday. In these issues we will reserve one page exclusiv for war propaganda and publicity. We will also give important war news as gathered from the English dailies of Madras in about another page. As regards the War publicity matter the matter may be specified by you or the Government or the Madras Provinci War Committee. In case it is not possible to supply this matte in Kanarese we will attend to the translation of the English

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English copy into Kanarese. If need be we are prepared to submit the translations to you in advance for your approval. The copies will be published every after-noon. As it is we have permission for posting copies 4 days in a week, i.e. on every Tuesday, Thursday, Friday and Saturday. We will obtain permission for the remaining 3 days immediately on hearing from you. Our Registered No. is M.1393. We may also tell you that ours is the only Kanarese Paper in which the Indian Posts & Telegraphs Department advertises.

We, therefore, offer to supply you with 300 copies of our issues every day and will either deliver them or post them to the addresses to be furnished by you. For this we expect from you a weekly subsidy of Rs.77/-, the week to commence with Sunday and end with Saturday. We will submit our bill for the subsidy in the beginning of the following week, and it is enough if this bill is passed after it is presented by us.

We may also inform you that we hold License No.Mad.-63 for importing Newsprint and that ours is the only Newspaper in this District that holds this license from the Controller of Imports, New Delhi.

We enclose for your Honour's perusal and return 2 letters received by us from the Viceregal Lodge, Simla, and the Govt. House, Ooty in 1935 in appreciation of the Special Number published by us on the occasion of the celebration of the Silver Jubilee of the then Majesty and another letter from Diwan Bahadur M. V. Vellodi, a former Collector of this District.

We pray that you may be pleased to accept our offer and immediately on hearing from you we will commence supplying you with the copies.

Assuring your goodself and the Government our loyal

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our loyal support at all times,

We beg to remain,
Sir,
Your most obedient servants,
FOR THE KANTEERAVA,

Manager.

Encls: 1 letter from Viceregal Lodge, Simla,
1 letter from the Govt. House, Ooty,
1 letter from Diwan Bahadur M.V.Vellodi

Copy submitted to the Chief Secretary to Governemnt,
Public (Press) Dept.
Fort St. George,
MADRAS

Pub. (Press) Dept.

The previous letter on the subject addressed in original to Govt has been referred to the Collector (No. 2 cutt) of S. Kanara for remarks on 2/5/41. This is only a copy of the letter addressed to the Collector of S. Kanara. This may therefore kindly be kept pending receipt of the Collr's reply.

8/5/41

9.9.41

9

Ref. No. C-41-B1. Collector's

Mangalore, dated 12 / 9 - 1941.

SPECIAL PRESS ADVISER
D355
14 SEP 1941
PUBLIC DEPARTMENT

From

M. V. Subrahmanyan Esq., I.C.S.,
Collector of South Kanara.

To

The Director of Information
and Special Press Adviser,
Madras

Sir,

Propaganda and Publicity - Proposal of the Manager, Kanteerava-Remarks furnished.

Your endt. No. 5892-1, dated 2-9-41.

The proposal of the Manager of the Kanteerava is to convert the paper into a tri-weekly if an order for 300 copies is placed for the paper and the paper is given a subsidy of Rs. 60/- per week. This comes to Rs. 780/- for 3 months (13 weeks) as against Rs. 1460/- asked for by the Swatantra Bharat. The Manager is agreeable to the condition relating to the publication of propaganda material.

2. In memorandum No.2112-41-2 Public (Press Department dated 2-9-41, the Government have approved of my proposal to subscribe for 300 copies of the daily "Swatantra Bharat". The arrangement only awaits allotment of funds. The "Swatantra Bharat" has not been registered in the Post office. If the Managing Director registers his paper with the Postal Department, as he promises to do, the cost will be Rs. 1057-12-0 for the quarter as against Rs. 780/- of the Kanteerava when converted into a tri-weekly. The total number of issues of the Kanteerava that we will get for circulation will only be 39 in a quarter as against 91 of the Swatantra Bharat. It is [illegible] that

on this. The enclosures are returned.

For Collector.

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VINOLIA
WATERBURYS
WOODWARD'S
ZAMBUK

Press

11th September 1941.

F. R. Brislee Esqr., I. C. S.,
Additional Secretary to Government &
Director of Publicity,
Fort St. George,
M A D R A S.

Respected Sir:

PROPAGANDA & PUBLICITY -
Purchase of copies of "Kanteerava" for
Kanarese reading circles
in the Madras Presidency

We beg leave to place before you the following for your kind consideration and favourable orders:

We understand that the Government intend purchasing copies of Newspapers for the use of village reading circles in the Kanarese speaking parts of this Presidency, mainly for the Districts of South Kanara and Bellary and for certain Taluks in the Districts of Anantpur, Chittoor, Coimbatore, Kurnool, Malabar, Nilgiris and Salem.

"Navasandesha" a weekly Kanarese Paper of Bellary which contains only 8 pages of Crown size, we learn, is supplying 500 copies to the Bellary District and 50 copies to the Coimbatore District.

"Swatantra Bharat", a weekly Kanarese Paper of Mangalore with also daily issues has offered to supply 300 copies to South Kanara; but this matter is still under suspense as the daily edition of this Paper has not yet been Registered by the Postal authorities. What is required for Postal registration is 50 paid for subscribers and though it is 2 years since this daily issue is being published, that it has not been possible to register it would go to show that it has not been able to have 50 paid for subscribers on its rolls.

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We would be quite justified in saying that at the end of 1937, a little time after the Congress Ministry assumed power, the leading Congressmen of Mangalore floated a limited concern and started this "Swatantra Bahrat" as the official organ of the Congress party and even today more than 90% of its shareholders are Congressmen.

5 Our Paper "Kanteerava" was started in 1919 and ever since that time it has always continued to serve the Government loyally and in fact it is the only Paper in this District that is neither controlled nor managed by Congressites. May we take the liberty of requesting you to be googood as to refer to Hon: Mr. E. M. Gawne, Member, Board of Revenue about the loyalty of our Paper, and wee feel confident that he would speak in eloquent terms of the loyal services rendered by our Paper. For the unstinted loyal support we have given to the British Government all these 23 years we now expect that the Government would now take into consideration our past services and as such offer to supply you with 1000 copies of our Paper for the use of the Kanarese reading circles throughout this Presidency in any one of the following manner:

Manner of Publication.	Day of Pubn.	No. of Pages per week	Price per copy per week	Price for 1000 copies a week	*Postage on 1000 copies a week.	To-tal
1.	2.	3.	4.	5.	6.	7.
1. Weekly	Tuesday	16.	Rs. 0-1-0	Rs. 62-8.	Rs. 15-10.	Rs. 78.2
2. Bi-weekly	Tuesday & Friday.	20.	0-1-3	78-2.	31- 4.	109.6
3. Tri-weekly	Tuesday Thursday & Saturday	24.	0-1-6	93-12.	46-14.	140.1
4. Daily	All the 7 days a week.	28.	0-1-9	109- 6.	109-6.	218.1
5. Daily on 6 days with the weekly edition on Tuesday.		40.	0-2-6	156- 4.	109-6.	265.1

Postage @ 0-0-3 per copy per day.

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Note: Week to commence with Sunday and end with Saturday. Bills will be submitted weekly i.e., bill for the first week early in the second week and so on. Payment to be made once a week.

Thus you will see that we are prepared to supply you with issues containing from 16 to 40 pages per week. In these pages we will publish the propaganda material contained in the II part of the Madras War Review and any other propaganda material for which you may wish to secure publicity. We will also incorporate in these pages the unofficial notes issued by the Principal Information Officer, Govt. of India and illustrate with the war blocks which are supplied by him from time to time. In case it would not be convenient for you to supply the propaganda material in Kanarese, we undertake to translate the matter into Kanarese from English without any extra cost to you. If need be we are even prepared to submit the translations in advance to you for your approval or to save time it may be arranged to get the translations approved in the South Kanara Collector's Office, at Mangalore. If our proposal is acceptable to you, we are sure, you will aggee with us in that there will be uniform publicity throughout the Kanarese speaking parts of the Madras Presidency.

We pray that you may be pleased to consider all the above facts and be good enough to entrust us with the supply of 1000 copies of our Paper per week to the Madras Government for the use of the Kanarese reading circles in the Presidency, for which act of your generosity we shall ever remain grateful. In case our proposal meets with your approval we are prepared to commence supplying copies either from Sunday the 21st inst. or from 1.10.1941 whichever date is suitable to you. We may be permitted to mention here that we hold sufficient stock of Newsprint and that we have also got license No.Mad.-63 for

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MANGALORE

for importing Newsprint from the Controller of Imports, New Delhi. As an experimental measure, you can give us a trial for about 3 months and even during this period if you are not satisfied with our services you can discontinue purchasing our copies giving us a week's notice. We trust that we have made everything clear and if need be we are quite willing to furnish any other details you may desire to have.

8 Praying for early favourable orders and awaiting with interest your valued commands, assuring you and the Government our loyal services at all times,

We beg to remain,
Sir,
Your most obedient servants,
FOR THE KANTEERAVA

Manager.

Some of the Advertisements appearing in Kanteerava

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(Memo to issue in Addl Secy's name)

Public (Press) Department.

Memo. No. 4471/41-1 dt 6.10.41

Publicity and Propaganda - ~~Village reading circles~~ - Newspapers - 'Kanteerava' - Copies - Purchase of. Ref. letters from the Manager, 'Kanteerava' dated 25-8-41, 6-9-41 and 11-9-41.

The Manager, 'Kanteerava' Mangalore is informed that the Govt. regret that they are unable to comply with the requests made in his letters cited above regarding purchase of copies of 'Kanteerava' for the use of reading circles in the S.Kanara district and in other Kanarese speaking parts in the Presidency.

3/10/41

3.10.41

3/10.

To the Manager, Kanteerava,
Mangalore.
Copy to the Collector of S.Kanara.

Public (Press) Department.

Publicity and Propaganda - Village reading circles - S. Kanara district - Newspapers - Local - Supply of.

From the Manager, 'Kanteerava' d/ 25- 8- 1941.
Endt. to Collr. S.Kanara, No.3892-1 d/ 2-9-41.
From the -do- No.ROC.2110/41-B1 d/12-9-41.
From the Manager, 'Kanteerava' dated 6- 9- 41.
From -do- -do- dated 11-9-41.

The position in this file is as follows: -

In G.O.No. 546 Pub. (Press) dated 14-3-41, Govt. directed the organization of 'reading circles' in as many suitable villages as possible in each district of the province. In Memo. No. 3656/40-15 Pub. (Press) dated 14-3-41, Govt. directed that the 'reading circles' should be supplied with local newspapers in order to enable them to know the current news about the war. In that connection, Govt. suggested that Collectors should make proposals to newspapers published in the language of the district that if they agreed to publish the propaganda material contained in the second part of the Madras War Review and also other material for which Govt. may wish to secure publicity, a sufficient number of copies of the paper would be purchased for supply to each village reading circle.

In pursuance of the above instructions, the Collr. S. Kanara requested permission for placing an order for 300 copies of the 'Swathantra Bharath', the only Kannada daily paper published in the S. Kanara district for supplying to Tahsildars, Dy. Tahrs. R.Is. for use in reading

circles and panchayat boards. Mr. Gawne, as Secretary, Provl. War Committee suggested the desirability of supplying 'Kanteerava', a weekly, to the reading circles in the S.Kanara district in the place of 'Swathantra Bharath' suggested by the Collector. Govt. however accepted the proposal of the Collector of S.Kanara and issued orders in Memo. No.2112/41-2 dated 2-7-41 ~~approving the Collector's proposal~~ to place an order for 300 copies of 'Swathantra Bharath'

The Manager, 'Kanteerava' has sent three letters to Govt. on the 25th Aug, 6th Septr, and 11th Septr. 1941. The first two letters are copies of letters addressed to the Collr. of S.Kanara. In those letters, the Manager has expressed his willingness to convert his weekly into a tri-weekly or if that is not satisfactory into a daily to compete with the 'Swathantra Bharath'. He has requested the Collector to take 300 copies of the daily in return for a subsidy weekly of Rs 77/. In the third letter he seeks to enlarge the scope of his circulation by asking Govt. to purchase copies for distribution to reading circles in the Kanarese-speaking parts of the Presidency - mainly for the districts of S.Kanara, Bellary, Anantapur, Chittoor, Coimbatore, Kurnool, Malabar, The Nilgiris and Salem. He refers to the weekly Kanarese paper 'Nava Sandesh' published in Bellary and which is being distributed to reading circles in Bellary and Coimbatore districts and says that it is only a weekly paper and contains only 8 pages of Crown Size. He offers to publish ~~a daily~~ Kanarese newspaper in any one of the following manner:

Manner of Publication.	Day of Pubn.	No. of pages per week	Price per copy per week.	Price for 1000 copies a week.	Postage *on 1000 copies a week.	Total
1. Weekly.	Tuesday.	16	Rs 0-1-0	Rs 62-8.	Rs 15-10.	Rs 78-2.
2. Bi-weekly	Tuesday & Friday.	20	0-1-3	78-2.	31-4.	109-6.
3. Tri-weekly.	Tuesday, Thursday & ~~Friday~~	24	0-1-6	93-12	46-14	140-10.
4. Daily.	All the 7 days a week	28	0-1-9	109-6	109-6	218-12.
5. Daily on 6 days with the weekly edition on Tuesdays.		40	0-2-6	156-4.	109-6	265-10.

* Postage @ 0-0-3 per copy per day.

As regards the first two letters wherein he has restricted the scope of his publication only to S.Kanara district and has offered to convert his paper into a daily, the Collector states that the difference in cost between the rates now quoted by 'Kanteerava' and the 'Swathantra Bharath' will be only Rs.36 (provided the 'Swathantra Bharath' effects registry of the paper in the Post Office). The facilities for delivery, ~~reports the~~ Collector reports will be the same ~~In~~ either case. As regards the general tone (he is of the view that) ~~there is nothing~~ much to choose between the two. The Collector therefore thinks that the proposal already made and approved of by Govt. to order 300 copies of 'Swathantra Bharath' may be proceeded with. For orders whether the Govt. ~~will~~ agree with the proposal.

As regards the request contained in the third letter, i.e. that Govt. may purchase 1000 copies for supply to reading circles in all the Kanarese speaking districts in this province, it is submitted that it is not possible to comply with the request for the following reasons:-

(1) If Govt. agree with the Collector of S.Kanara no copies need be purchased for that district.

(2) The Manager contemplates purchase of 500 copies for the Bellary District and 50 copies for the Coimbatore district. These two districts are already served by 'Nava Sandesh' and it is not desirable to replace it by the 'Kanteerava'.

(3) Reports have been received from the Collrs. of Chittoor, Anantapur, Malabar, Salem and Kurnool that they do not want copies of 'Nava Sandesh', a Kanarese paper, as Kanarese-~~knowing~~ speaking residents are very few in their districts.

For orders whether the Manager, 'Kanteerava' may be informed that the Govt. regret that they are unable to see their way to the purchase of 'Kanteerava' for supply to reading circles in the Kanarese-speaking parts of this presidency.

P.T.O

P T O

Through Pub (Publicity) 24/9/41.
with ref to the Concluding para of collrs letter at Pt 10-11 CF
24/9.

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Public (Publicity) Dept

The file is sent to this dept with reference to the last para of the letter of the Collr of S. Kanara at pp 10-11 C/f. the amount of Rs 1460 asked for by the Collr for subscribing for 3 months for 300 copies of 'Swatantra Bharat' has been included in the allotment for the S. Kanara Dist War Committee in Govt Order 1901 Pub (Publicity) Dept dt 1.9.41. A copy of the Govt order was sent to the Collr. He may be informed accordingly.

Draft memo submitted.

& Revenue for VT.

Sec Pub (Pub) 20/9/41

Under Sec. 20.9.41

S.P.A. 20.9.41

Under Sec. 30/9

A draft memo to the Manager, 'Kanteerava', Mangalore is submitted for approval.

2/10/41

3.10.41

3/10.

Under Sec. 5/10